



How Authors Sell Publishing Rights (ALLi How-to for Authors Guidebook Book 4)

Orna Ross, Helen Sedwick

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The writer's path to publication has grown more complex, full of new choices. What once was a one-track pathway to print can now feel like a maze of formats, platforms, apps, territories and rights: film, TV, broadcast, foreign, translation, audio and more.

All of these publishing rights represent potential readers and income but each market offers different opportunities and operates by different rules. How are writers to find their way without a team of experts and lawyers?

"How Authors Sell Publishing Rights", from The Alliance of Independent Authors (ALLi), helps authors navigate today's complex rights marketplace. It shows writers the best ways to reach decision-makers in various industries, what these rights-buyers are looking for, and what to expect in negotiating a license or sale of rights.

It covers how to pitch, negotiate and close a sale with producers, literary agents and global publishing houses, how to manage book fairs and other sales trips, and how to keep track of your rights business.

Covering financial, relationship and legal aspects, and focussing particularly on audiobooks, TV and film, and translation, "How Authors Sell Publishing Rights" shows how the publishing landscape for authors is transforming and yielding unprecedented opportunities.

This is the how-to book for authors who want to understand and confidently sell publishing rights.

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